

## AMENDMENTS TO THE CLAIMS

The claims in this listing will replace all prior versions, and listings, of claims in the application.

1-34. (Cancelled)

35. (New) A viewing control apparatus that acquires, via broadcasting, communication or from a recording medium, contents encrypted by first key data, contract information including identification information of contents and viewing condition information indicating a date which allows viewing of the contents, an advertisement associated with the contract information, and that updates, when an advertisement associated with viewing condition update information for updating the viewing condition information is reproduced, stored viewing condition information based on the viewing condition update information, the apparatus comprising:

a storage that stores the contract information associated with the advertisement upon viewing of the advertisement;

an extractor that, upon acquiring of common information, searches the identification information included in the contract information stored in said storage, for a same identification information as the identification information included in the acquired common information, determines whether or not the viewing of the contents associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the acquired common information; and

a decoder that decodes the encrypted contents using the extracted first key data.

36. (New) The viewing control apparatus according to claim 35, further comprising a display, wherein said display displays the contents decoded in said decoder.
37. (New) The viewing control apparatus according to claim 35, wherein:  
second key data is stored in advance;  
the contract information or the common information is encrypted by the second key data;  
said storage decodes the encrypted contract information by the second key data and stores the contract information; and  
said extractor decodes the encrypted common information by the second key data, searches the identification information included in the contract information stored in said storage, for a same identification information as the identification information included in the acquired common information, determines whether or not the viewing of the contents associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the acquired common information.
38. (New) The viewing control apparatus according to claim 35, wherein:  
the contract information is encrypted by second key data and is further encrypted by third key data;  
the third key data is encrypted by the second key data;  
the encrypted third key data is acquired via the broadcast, the communication or from the recording medium;  
upon starting the viewing of the advertisement, said extractor extracts the third key data by

decoding the encrypted third data by the second key data; and

upon the ending of the viewing of the advertisement, said storage decodes the encrypted contract information by the third key data and the second key data and stores the contract information.

39. (New) The viewing control apparatus according to claim 38, further comprising a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted third key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage does not store the contact information.

40. (New) The viewing control apparatus according to claim 37, wherein:

the contract information is encrypted by the second key data and is further encrypted by fourth key data;

the fourth key data is encrypted by fifth key data;

the fifth data is encrypted by the second key data;

upon a predetermined time passing from a time at which the viewing of the advertisement starts, said extractor acquires the encrypted fifth key data via the broadcast, the communication or from the recording medium, decodes the encrypted fifth key data by the second key data, and, upon the viewing of the advertisement ending, extracts the fourth key data by decoding the encrypted fourth key data by the decoded fifth key data; and

said storage decodes the encrypted contract information by the fourth key data and the second key data and stores the contract information.

41. (New) The viewing control apparatus according to claim 40, further comprising a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted fifth key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage deletes the stored contract information.

42. (New) The viewing control apparatus according to claim 35, wherein, upon the contents being copied, an advertisement associated with the contract information, which allows the viewing of the contents, is copied together with the contents.

43. (New) A viewing control method that acquires, via broadcast, communication or from a recording medium, contents encrypted by first key data, contract information including identification information of the contents and viewing condition information indicating a date which allows viewing of the contents, an advertisement associated with the contract information, and common information including the first key data and the identification information, and that updates, when an advertisement associated with viewing condition update information for updating the viewing condition information is reproduced, stored viewing condition information, based on the viewing condition update information, the method comprising:

storing, in a storage, the contract information associated with the advertisement upon the advertisement being viewed;

searching, by a searcher, upon the common information being acquired, for a same identification

information as the identification information included in the acquired common information from the identification information included in the contract information stored in the storage;

determining, by a decider, whether or not the viewing of the contents associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information;

extracting, by an extractor, upon a determination that the viewing is allowed, the first key data from the acquired common information; and

decoding, by a decoder, the encrypted contents using the extracted first key data.

44. (New) A viewing control system comprising:

an output apparatus that generates and outputs contents encrypted by first key data, contract information including identification information of the contents and viewing condition information indicating a date which allows viewing of the contents, an advertisement associated with the contract information, and common information including the first key data and the identification information; and

a viewing control apparatus that acquires, via broadcast, communication or from a recording medium, the contents, the contract information, the advertisement and the common information output from the output apparatus, wherein the viewing control apparatus comprises:

a storage that stores the contract information associated with the advertisement upon the advertisement being viewed;

an extractor that, upon the common information being acquired, searches the identification information included in the contract information stored in said storage, for a same identification information as the identification information included in the acquired common information, determines whether or not the viewing of the contents associated with the searched

identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the acquired common information;

an updater that when an advertisement associated with viewing condition update information for updating the viewing condition information is reproduced updates, stored viewing condition information based on the viewing condition update information;

a decoder that decodes the encrypted contents using the extracted first key data.

45. (New) The viewing control system according to claim 44, wherein the viewing control apparatus further comprises a display,

wherein said display displays the contents decoded in said decoder.

46. (New) The viewing control system according to claim 44, wherein:

second key data is stored in advance;

the contract information or the common information is encrypted by the second key data;

said storage decodes the encrypted contract information by the second key data and stores the contract information; and

said extractor decodes the encrypted common information by the second key data, searches the identification information included in the contract information stored in said storage, for a same identification information as the identification information included in the acquired common information, determines whether or not the viewing of the contents associated with the searched identification information is allowed, based on the date information included in the contract information including the searched identification information, and, upon a determination that the viewing is allowed, extracts the first key data from the acquired common information.

47. (New) The viewing control system according to claim 44, wherein:

the contract information is encrypted by second key data and is further encrypted by third key data;

the third key data is encrypted by the second key data;

the encrypted third key data is acquired via the broadcast, the communication or from the recording medium;

upon starting the viewing of the advertisement, said extractor extracts the third key data by decoding the encrypted third data by the second key data; and

upon the ending of the viewing of the advertisement, said storage decodes the encrypted contract information by the third key data and the second key data and stores the contract information.

48. (New) The viewing control system according to claim 47, wherein the viewing control apparatus further comprises a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted third key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage does not store the contact information.

49. (New) The viewing control system according to claim 46, wherein:

the contract information is encrypted by the second key data and is further encrypted by fourth key data;

the fourth key data is encrypted by fifth key data;

the fifth data is encrypted by the second key data;

upon a predetermined time passing from a time at which the viewing of the advertisement starts, said extractor acquires the encrypted fifth key data via the broadcast, the communication or from the recording medium, decodes the encrypted fifth key data by the second key data, and, upon the viewing of the advertisement ending, extracts the fourth key data by decoding the encrypted fourth key data by the decoded fifth key data; and

said storage decodes the encrypted contract information by the fourth key data and the second key data and stores the contract information.

50. (New) The viewing control system according to claim 49, wherein the viewing control apparatus further comprises a time decider, wherein:

said time decider decides whether or not a lapse of time matches a viewing time of the advertisement, the lapse of time extending from after the encrypted fifth key data is acquired until the encrypted contract information is acquired; and

upon the lapse of time not matching the viewing time of the advertisement, said storage deletes the stored contract information.

51. (New) The viewing control system according to claim 44, wherein, upon the contents being copied, an advertisement associated with the contract information, which allows the viewing of the contents, is copied together with the contents.